

Slovakia: SK-05

Strekov 1075

Strekov · Southern Slovakia

Autentista · Founded by Zsolt Sütő, 2002



Description of the winery

2002
Founded

30k
Bottles /year

12 ha
Own vineyards

Their story in one sentence

A former pumpkin-seed farmer turned philosopher-winemaker who became the first Slovak natural winemaker known worldwide bottling by lunar calendar, naming his donkey after Robert Parker, and serving as a founding voice of the Autentista Slovakia charter community.

Location and origins

Strekov 1075 is based in Strekov, a small village in southern Slovakia near the Hungarian border where 90 % of residents are ethnically Hungarian. Founder Zsolt Sütő began as a producer of pumpkin-seed oil before turning to wine in 2002. The winery operates on 12 hectares of vineyards along the Danube marshland microclimate, with clay-loam on marine sediments. Annual production is approximately 30,000 bottles. The brand name encodes three meanings simultaneously: the year 1075, when Strekov was first documented in writing; Zsolt's house number on Hlavná ulica; and a declaration of rootedness in the village.

Distinctive position

Strekov 1075 is consistently described by international importers as "the first Slovak natural winemaker to make a name for himself in the world" (HokusPokus), "the pope of natural wines in Slovakia" (Roland Wines), and "a mad scientist, staunch medievalist and visionary artist" (Olmstead Wine). Practices include spontaneous fermentation with native yeasts, no synthetic inputs, herbal teas instead of chemical sprays, lunar-calendar bottling by gravity, and minimal sulphur (most wines at 14–42 mg/l, many near zero). The winery is a founding voice of Autentista Slovakia — the charter-bound natural wine collective rooted in the 2,000-year Pannonian wine tradition.

Markets and recognition

Strekov 1075 exports to Japan, the United States, the United Kingdom, Denmark and the Czech Republic — only 5 % of production sells domestically. The brand also includes a notable side project: a sour beer compared by importers to Belgium's legendary Cantillon. The vineyard's outdoor tasting table has been described by Jenny & François (US importer) as "one of the most charming tasting rooms we know of, indoors or out."

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Examples of promotional practices

Strekov 1075 is internationally recognised winery, yet operates with the most minimal own-channel storytelling of any case.

Used **The number 1075 — three meanings in one mark**

The brand name encodes the year Strekov was first written about (1075), Zsolt's house number, and rootedness. The number appears on labels, signage, and the brand identity. A layered marker that competitors cannot replicate.

Used **Radical technical transparency on every wine**

The wine listing shows variety, vintage, total sulphites (most 14-42 mg/l), alcohol, residual sugar, and exact bottling date for every bottle. Transparency as a product feature — proof in data form.

Used **Direct relationships with international importers**

Jenny & François, Olmstead Wine, Roland Wines, MORE Natural Wine — Zsolt's personal connections with importers across four continents have built 95 % export success entirely through trust and conversation.

Short commentary

Strekov 1075 is the most internationally recognised winery in Slovak selected wineries, and the one with the most minimal own-channel storytelling. The owner explicitly rejects "aggressive digital promotion" and describes the website as "an informational platform rather than a sales-driven marketing channel." The brand's success has been built on personal relationships with importers, festival presence (RAW WINE, Real Wine Fair), and the irreducible authenticity of the wines themselves. With 95 % export and 5 % domestic, the brand depends entirely on a small network of importer relationships and festival appearances. If Zsolt cannot attend festivals for a season, or if a key importer changes, the brand has almost no digital fallback to sustain awareness. The philosophy that built the brand also creates its vulnerability. Marketing persuades; documentation proves. Zsolt is a man of proofs. The technical wine data on the website demonstrates this clearly. Extending that documentation logic to the practices (lunar bottling, herbal teas, Bob the donkey, Autentista charter) would not betray the philosophy. It would honour it. Documentation matches the brand's existing posture of transparency without adding promotional language.

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"I understand storytelling as the communication of the deeper meaning and identity behind the wine... storytelling is not an artificial narrative but a truthful expression of origin, place, and continuity. My online presence serves mainly as an informational platform rather than a sales-driven marketing channel."

- Zsolt Sütő, February 2026

Lessons learned - key takeaways

1 Documentation is not marketing — it is transparency at scale

For wineries philosophically opposed to promotional language, the answer is not silence but documentation. Marketing persuades; documentation proves. Explaining practices, naming peer communities, and showing the people behind the wine matches a transparency posture without adding sales rhetoric.

2 Brand fragility is a real risk for relationship-only businesses

A B2B model built entirely on personal relationships and festival presence is powerful — but exposed. If the founder cannot attend events for a season, if a key importer changes, the brand has no digital memory to sustain it. A modest digital layer (an updated About page, a quarterly journal post, a press section) acts as insurance for the philosophy that built the brand.

3 The bigger the importer's story, the bigger the home-channel gap

For export-heavy wineries, the most common pattern is that international importers communicate the brand's story better than the winery itself. The longer this gap persists, the more dependent the brand becomes on relationships it does not own. Closing the gap means restating, on the winery's own channels, what importers already say — in the founder's own voice.

4 An unexplained detail is a wasted story.

When a brand contains a memorable, irreducible detail — a named mascot, an unusual practice, an idiosyncratic decision — explaining it in two sentences on the product page is worth more than ten paragraphs of generic copy. The donkey, the lunar calendar, the herbal tea, the pumpkin-seed origin — these are stories competitors cannot manufacture.

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Cross-regional applicability

Every lesson above is directly applicable to export-focused, philosophy-driven small wineries in Czechia, Hungary, and Slovakia — particularly those built around a singular founder voice.

Strekov 1075: The Philosopher-Winemaker's Proof

Profiling Zsolt Sütő's unique "documentation-over-marketing" philosophy and medievalist approach to natural winemaking.

The Identity of the "Mad Scientist"

From Pumpkin Seeds to Global Natural Wine

Founder Zsolt Sütő transitioned from farming seeds to becoming Slovakia's leading natural wine "pope."

The Triple Meaning of 1075

Village's first historical mention

Zsolt's house number

Local rootedness

Medievalist Methods, Modern Results

Practices include bottling by the lunar calendar and naming a donkey after Robert Parker.

The Philosophy of Proof

"Marketing persuades; documentation proves."

Zsolt rejects aggressive digital promotion in favor of radical, data-driven technical transparency.

% Export Success via Personal Trust

95%

Global reach in Japan and the US was built entirely through festivals and importer relationships.

The Vulnerability of the Silent Brand

Relying solely on personal presence creates a "fragile" model if digital storytelling is neglected.

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